

Service Line Feasibility Study

Home & Repair Services

Document type: Financial model / analysis · Generated 27 Aug 2026

This guide explains what the tool produces, how to use the output, and what to watch for. The actual output (draft/report) is generated on the tool page.

Background

Analyses whether to add a new service line (e.g. pest control, deep cleaning, painting) to your home-services business — demand, technician/skill and licence needs, margin and cross-sell — with a go/no-go. Use it before expanding services. For the catalog use the Service Catalog & Menu Planner.

Purpose of this tool & output

Check if adding a service will pay

How the output is used

Use it to check if adding a service will pay — the demand, pricing, technician cost and margin of a new service line.

Who should vet it

An experienced operator or your finance lead, to sanity-check the demand and margin assumptions before you add the line.

Important cautions

Some added services need specific licences and trained/certified technicians (e.g. pest control, electrical); do not add a service you cannot deliver safely and legally.

Companion documents

- Home Services Business Setup Guide
- Home Services Business Plan
- Business Model Selector
- Service Area & Expansion Plan
- Organisation & Roles Planner
- Home Services Brand Positioning

This is AI-assisted guidance. Verify with a qualified professional before any binding decision. Fees, authorities and processes vary by state and change over time — confirm with your state authority.